

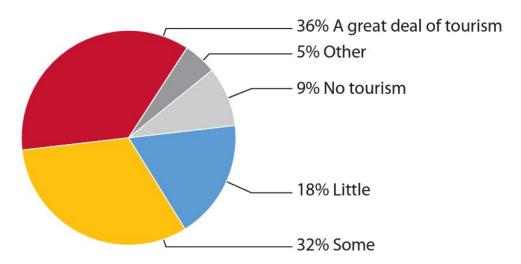


Resident Sentiment Survey

- Why?
- UOT w/Kem C. Gardner Policy Institute (and Lighthouse)
- Background
 - Statewide / Community Split
 - 406: Statewide (Oct/Nov 2021)
 - ~1240: 14 Communities (Nov 2021-Jan 2022)
 - 25 questions; 3 open-ended
- Margin of Error at 95% Confidence Level
 - Statewide: +/- 5%
 - Community: +/- range of 7.8-12.8%

Experience with Tourism

Figure 1: Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?



Experience with Tourism

Table 2. When is the last time, if ever, that you visited the following...?

	In the past 3 years	4-10 years ago	More than 10 years	Never	Unsure
A national park in Utah	76%	15%	6%	3%	1%
A state park in Utah	80%	10%	4%	2%	3%
A ski resort in Utah	43%	20%	18%	17%	1%
A Utah museum or cultural event like a zoo, concert, or festival	83%	12%	4%	1%	1%

Experience with Tourism

Figure 2: Does any of your household income depend on tourism-related activities?

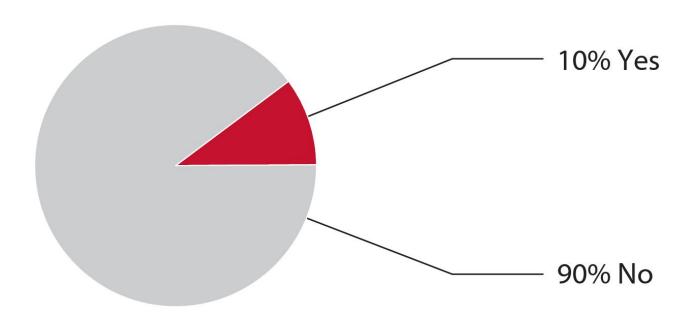


Figure 3: How much do you agree with the following statement? "Utah provides a positive experience for visitors."

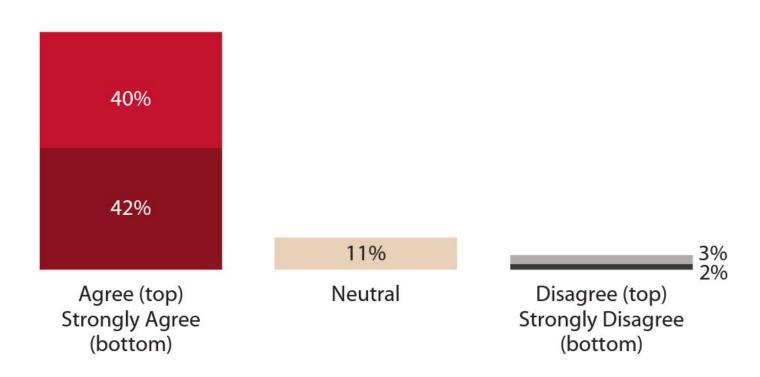
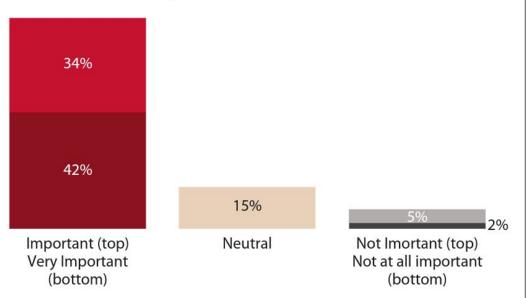


Figure 4: Overall, how important do you consider tourism to the Utah economy?



What are some of the most positive aspects of tourism in Utah?

Benefits the economy	46%	
The beauty/scenery		
Variety of activities available		
Culture/diversity	8%	
Outdoor opportunities	6%	
Increased exposure, reputation	5%	
National/state parks	5%	
Accessibility to tourist spots/amenities		
Meeting new people		
Snow, skiing, snowboarding		
Welcoming/friendly		
Increased preservation/protection of attractions	2%	
Brings in more opportunities for the state	2%	
Job opportunities	2%	
Well maintained/preserved		
Family-friendly		
Affordable	1%	
Not too crowded with tourists		
No positive aspects of tourism		
Miscellaneous responses		
Don't know	3%	

Figure 5: Opinion on the Effect of Tourism

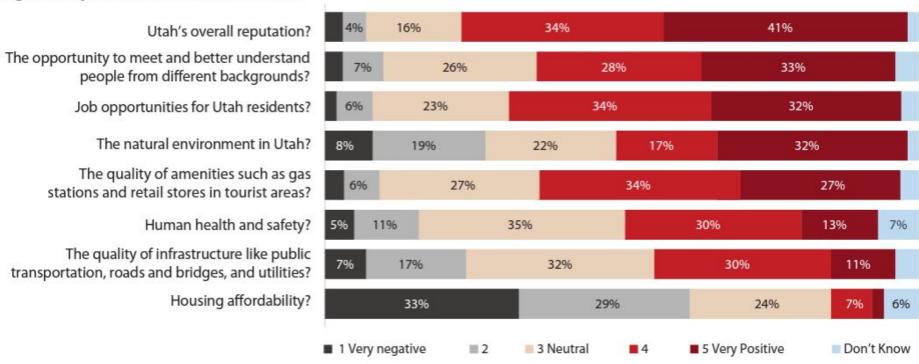
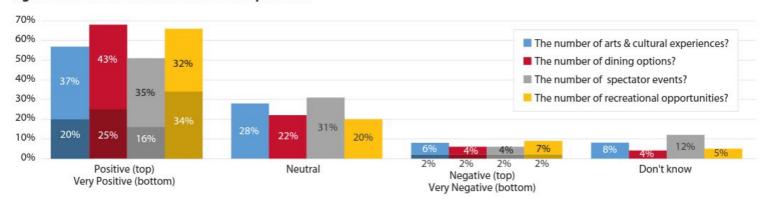


Figure 7: Effect of Tourism on Number of Experiences



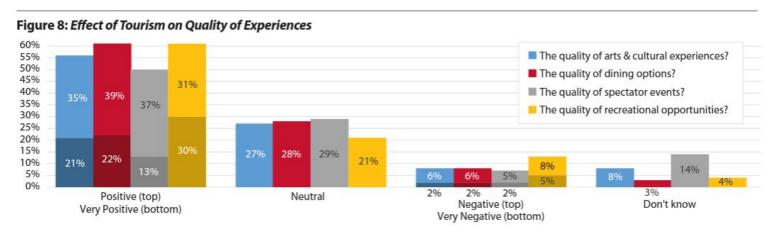


Figure 9: Your ability to access recreational opportunities?"

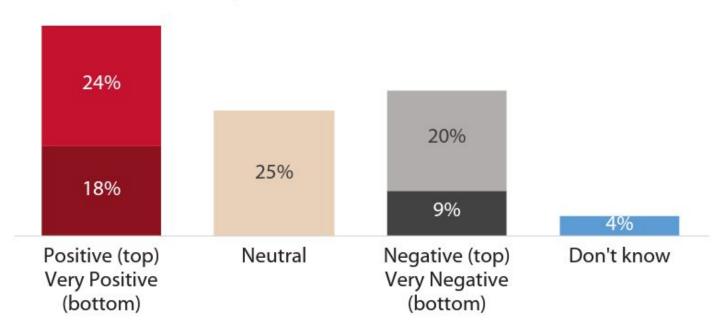
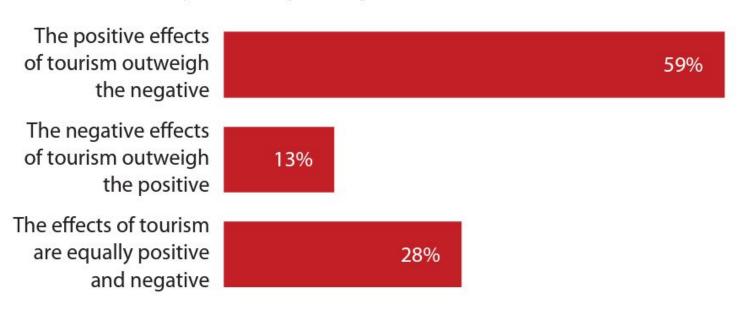
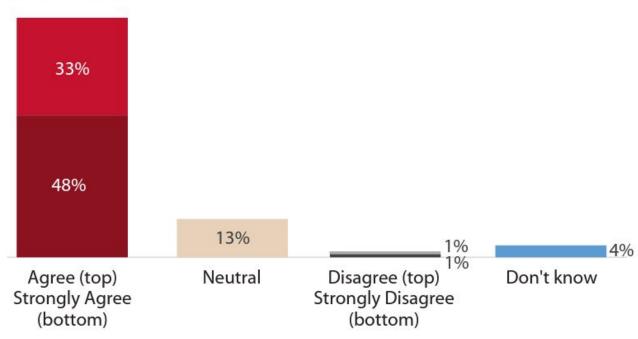


Figure 10: Which of the following statements would you say most accurately reflects your opinion?"



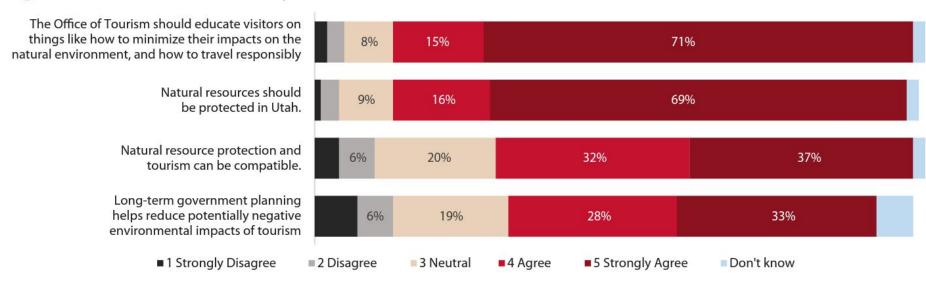
Perceptions on UOT Priorities

Figure 13: "The state tourism office should support local tourism efforts."



Perceptions on Environmental Sustainability

Figure 16: Environmental Sustainability





Familiarity with UOT Branding & Campaign Initiatives Very Familiar or Somewhat Familiar

Addit'l Tourism Perceptions, Learnings

- General overcrowding/too many people (32%)
- Traffic/congestion (16%)
- Damage to property/land (15%)
- Pollution/litter/environmental concerns (13%)
- Overcrowded parks (10%)
- Increased costs/expensive (10%)



Community Perspectives

N. Utah	Kane Co.	
E. Utah (Uintah / Daggett Co.)	San Juan Co.	
Wayne/ Garfield Co.	East Weber Co.	
Carbon / Emery Co.	Wasatch Co.	
Central Utah	Moab area	
Iron Co.	Springdale+ area	
Washington Co.	Park City area	



Community Perspectives

- Importance to economy
- Not one size fits all
 - Household income dependency on tourism
 - View of tourism's effects
 - Use of tourism dollars
- Shared pinch points among many
 - Housing affordability
 - Infrastructure
 - General
 - Recreational
 - Voice
- Agreement for local tourism office support by UOT
- Environmental sustainability

